

Construction Communication - A New Technical Elective Course at Cal Poly

A new course, Construction Communication, was developed to be included in course offerings at California Polytechnic University San Luis Obispo (Cal Poly) as a technical elective for Construction Management (CM) undergraduate students. The goal of this course is to prepare Junior and Senior level students for real life scenarios they will face in the industry upon graduation and to develop their soft skills. This course is divided into five different modules: Knowing your Audience, Team Communication, Dispute Resolution, Negotiation Skills, and Advocacy for Project Needs. Half of the course consists of typical lecture material, while the other half consists of scenarios in which students role play. The course has been designed to be delivered in a conversational format and requires an instructor that has a conversational teaching style. At the time of this writing, this course has not been taught yet, but it is complete and is eligible to be a course offered at Cal Poly.



Module #1: Knowing your Audience

- Understanding your audience's perspective
- Identifying internal & external customers
- Organizational Hierarchy
- Demographics
- Medium of Communication

Module #2: Team Communication

- DISC personality test
- Creating a successful team
- Leading a team
- Keeping a team successful
- Understanding strong company culture

Module #3: Dispute Resolution

- Documentation
- Understanding the opposition
- Phases of conflict
- Collaboration
- Understanding 'The Big Picture'

Module #4: Negotiation Skills

- Types of bargaining
- Understanding various workplace negotiations
- Understanding several personal negotiations
- Marketing yourself
- How to approach difficult conversations

Module #5: Advocacy for Project Needs

- Understanding of the basics of advocacy
- Advocating with owners
- Advocating with architects
- Advocating with engineers
- Advocating with subcontractors

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